

**CAROL DOVER * TALKING POINTS
PRESS CONFERENCE * MAY 6, 2010**

WELCOME TO ALL, INTRODUCE INDUSTRY PARTICIPANTS THAT REPRESENT HOTELS,
RESTAURANTS, VACATION RENTALS

...BRUCE CRAUL...COO...LEGENDARY (FRLA SEC TREAS)

...JULIAN MACQUEEN...CEO, INNISFREE HOTELS

...PARK BRADY...CEO, RESORTQUEST

...CFO AND ELECTED OFFICIALS HAVE DECIDED TO JOIN US, AND YOU WILL HAVE AN
OPPORTUNITY TO HEAR FROM THEM SOON.

THERE'S BEEN A LOT OF INFORMATION ABOUT THE IMPACT OF THE OIL SPILL -- SOME HAS
BEEN ACCURATE, SOME NOT.

I WANT YOU TO HEAR TODAY FROM THOSE WHO ARE ON THE FRONT LINES.

FLORIDA IS OPEN FOR BUSINESS.

FLORIDA BEACHES HAVE NOT BEEN CLOSED. NO OIL HAS WASHED ASHORE.

SEAFOOD IS SAFE TO EAT AND CHARTER FISHING BOATS ARE RUNNING DAILY.

BUT WE MUST STOP SENDING THE MESSAGE THAT THE WORLD'S MOST BEAUTIFUL BEACHES
ARE COVERED IN OIL.

FLORIDA HAS OVER 1,800 MILES OF SHORELINE...1,200 MILES OF SANDY BEACHES...AND NOT
ONE BIT OF IT HAS PHYSICALLY BEEN IMPACTED BY THIS OIL SPILL...

HOWEVER...WHAT HAS BEEN IMPACTED ARE THE RESERVATIONS THAT HAVE BEEN CANCELLED
AND THE CONCERNS THAT PEOPLE HAVE ABOUT TRAVELING TO THE SUNSHINE STATE.

IF THE FLORIDA LEGISLATURE THOUGHT THAT A \$6 BILLION SHORTFALL WAS DIFFICULT TO FILL,
WAIT UNTIL AN INDUSTRY THAT BRINGS \$60 BILLION IN SPENDING AND \$3.65 BILLION IN SALES
TAX REVENUE TO THE STATE DISAPPEARS.

NOT TO MENTION WE EMPLOY CLOSE TO A MILLION PEOPLE THAT WILL BE OUT OF JOBS IF WE
CONTINUE TO SEND THIS GLOOM AND DOOM MESSAGE.

TIMES ARE DIFFICULT ENOUGH RIGHT NOW WITH THE ECONOMIC CHALLENGES WE ARE
EXPERIENCING.

TOURISM IS THE ECONOMIC ENGINE IN THIS STATE. SO, WE NEED TO BE MORE RESPONSIBLE WITH THE INFORMATION WE ARE SENDING TO THE WORLD.

THOSE THINKING ABOUT CANCELING THEIR TRAVEL PLANS TO FLORIDA – DON'T.
THOSE WHO ARE IN THE PROCESS OF PLANNING THEIR VACATIONS TO COME TO FLORIDA – PLEASE COME VISIT FLORIDA!

(TURN OVER TO BRUCE CRAUL)

(THEN, CLOSING REMARKS)

AS YOU CAN HEAR FROM OUR LOCAL HOSPITALITY LEADERS, FLORIDA IS OPEN FOR BUSINESS.

HOWEVER, IT IS INCUMBENT UPON OUR INDUSTRY TO PREPARE FOR ANY AND ALL TOURISM IMPACT THE OIL SPILL WILL HAVE ON OUR HOTELIERS AND RESTAURATEURS.

BP HAS ESTABLISHED A TOLL FREE CLAIMS HOTLINE FOR THOSE EXPERIENCING A DECLINE IN BUSINESS AND ATTRIBUTED TO THE OIL SPILL.

WE ENCOURAGE ALL BUSINESS OWNERS TO KEEP ACCURATE RECORDS OF ANY AND ALL CANCELLATIONS, WHETHER VIA EMAIL, WEBSITE OR PHONE CALLS.

KEEP TRACK OF THE NUMBER OF EMPLOYEES YOU MAY HAVE HAD TO LET GO. THIS IS ALL IMPORTANT DOCUMENTATION THAT YOU WILL NEED IN THE COMING WEEKS AND MONTHS AHEAD.

THE CLAIMS LINE FOR THE DEEPWATER HORIZON INCIDENT IS 1...800...440....0858. OPERATORS ARE AVAILABLE 24/7.

AND AS ALWAYS, GO TO WWW.FRLA.ORG FOR THIS AND OTHER LATE BREAKING INFORMATION AFFECTING OUR INDUSTRY.

NOW, I'D LIKE TO INTRODUCE FLORIDA'S CHIEF FINANCIAL OFFICER, ALEX SINK...WHO WILL TELL US ANOTHER TOLL FREE HOTLINE AVAILABLE FOR FLORIDA BUSINESSES.

(CFO ALEX SINK REMARKS)

THANK YOU FOR BEING HERE TODAY – WE WILL NOW OPEN UP FOR QUESTIONS FROM THE MEDIA....